



# SEDONA IN MOTION

*Uptown Roadway Improvements project  
Construction update of March 18, 2019*

## CONSTRUCTION TIMELINE

### Begins

After Spring Break /  
Memorial Day 2019

### Completion

Anticipated in spring 2020



**Project hotline**  
**(928) 852-4164**

*For questions, comments or  
more information*



*The city and contractor Eagle Mountain are committed to minimizing impacts and maintaining business access throughout construction. Be aware of lane restrictions, reduced speeds, rough road conditions and flagging operations in work zones.*

## Uptown Roadway Improvements Project

- ▶ Additional southbound lane on 89A from the north end of Uptown to Forest Road
- ▶ Roundabouts at Jordan Road and north of La Petite Hotel that will include public art
- ▶ Connection between southbound 89A and parking on Schnebly Road
- ▶ Landscaped, decorative median on 89A through Uptown that will include art elements
- ▶ Decorative median on Forest Road between 89A and Wilson Road; extended sidewalk on the north side of Forest Road between 89A and Wilson Road; new crosswalk across Forest Road at Wilson Road
- ▶ Removal of the crosswalk at the southwest corner of Forest Road and 89A, and creation of additional pedestrian space at the northwest corner crosswalk

## Other SIM projects

The Uptown improvements are among many elements of a city-wide transportation master plan developed over the course of two years of study, planning, public meetings and discussions. All projects contribute to the goal of improving traffic flow, relieving congestion, and creating more opportunities for walking and bike riding. Other active Sedona in Motion project work involves studying expanded public transit opportunities for residents and visitors; studying a possible Forest Road extension; providing real-time travel time data to drivers; coordinating traffic signals; planning shared-use recreational pathways; facilitating pedestrian crossings near Tlaquepaque; and improving traffic flow through the Y.

*All projects are designed to help preserve Sedona's beauty, environmental health and livability.*

## Funding



SIM projects are funded with a half-cent sales tax. The tax will expire when projects are completed or in 2028, whichever comes sooner. The tax is not imposed on the purchase of food or medication, and it is expected that 60 percent of tax revenues will be paid by visitors.



*At left, the city council-preferred concept for the Uptown median, which will include landscaping and sculptural elements, and will maintain sight lines to the opposite side of the street.*

*This concept was inspired by submissions from Sedona residents who answered an open call for ideas.*

## BUSINESS OWNERS



- ▶ The city is committed to helping business owners maintain customer and vendor access during construction.
- ▶ Timely communication with business owners is part of the construction contract; the city and our contractor will provide regular updates to business owners and operators via text message, email, stakeholder meetings and door-to-door distributions.
- ▶ A project hotline will immediately direct all issues to the project team for resolution.

### Uptown construction contractor

**Eagle Mountain Construction**  
Jason Woods, project manager

## STAY INFORMED



### Email updates

- ▶ Sign up for Sedona in Motion email updates at [sedonaaz.gov/sim](mailto:sedonaaz.gov/sim). Unsubscribe at any time.

### Text message construction notices

- ▶ Get Uptown construction alerts by text message. Text the word **SIMUPTOWN** to 888777. To stop receiving notices, reply with the word STOP.



## Is traffic getting worse?

The city began collecting travel time data in Feb. 2018 to better inform its traffic management practices. The data show that severe congestion in Uptown has decreased by about one-third in the past year in the area between the Trout Farm and the Y, most likely because of the work of our Traffic Control Assistants. However, the number of days with severe congestion on Cook's Hill and SR179 appears to be increasing, probably because of several factors including deployment of travel information signs by ADOT, visitors learning to avoid congested routes, and the fact that increased efficiency in one area (Uptown) puts additional pressure on another choke point somewhere else (the Y and Cook's Hill).

This dynamic highlights the importance of making improvements in more than one location. The Sedona Chamber of Commerce and Tourism Bureau has reduced tourism marketing at the request of the city council and residents, but tourism still increased in Sedona last year, part of a statewide trend that saw tourism-related sales up by almost seven percent and state park visitation by six percent.